

PART 3 – GOALS AND POLICIES

3.1 COMMUNITY DEVELOPMENT ELEMENT

Economic Development

Introduction

Improving the overall economic health of the County is a major objective of the 2035 General Plan. Economic growth and sustainability are critical to protecting existing businesses and jobs, encouraging new investment, and preserving the quality of life so many County residents value. As the population and employment center for the northern San Joaquin Valley, San Joaquin County serves as a warehousing and distribution center for products moving through Northern California and beyond. Agriculture plays a pivotal role in the County economy, and is projected to do so over the long term. At the same time San Joaquin County expects to experience increased demand for higher-end office space for service-based users as population continues to increase. While the County faces high unemployment and low wages compared to the rest of the State, there is plenty of room for optimism. Key economic generators like the Port of Stockton, Stockton Metropolitan Airport, agriculture, and access to one of the most interconnected transportation hubs in California provide opportunities for future economic stability and growth. In addition, new economic drivers like tourism and clean-green industries can diversity the San Joaquin County economy and supplement an already solid economic foundation.

The primary focus of the Economic Development section is to achieve economic sustainability in the County. Economic sustainability recognizes the need for economic prosperity and resilience to maintain the health of the County for current and future generations. The concept encourages self-reliance, entrepreneurial activity, and the generation of wealth in a manner that does not degrade or burden the ability of future generations to meet social, economic, public health, and environmental needs. In San Joaquin County this means building on the base of successful existing economic sectors, diversifying the local economy,

nurturing local entrepreneurs, improving infrastructure and public facilities, and encouraging innovative and green business that leverage and enhance the natural assets of the County.

Relationship to Other General Plan Elements

For San Joaquin County to achieve its full economic potential, the County will need to address the related challenges of crime and public safety, traffic congestion, underperforming public schools, and protection of agriculture and natural resources. For these reasons and others, several other General Plan elements contain goals and policies that directly and indirectly support economic development, including the Public Facilities and Services Element, Public Health and Safety Element, and Natural and Cultural Resources Element. Many of the policies in the Economic Development section are supplemented by policies in other sections of the Community Development Element in an effort to provide comprehensive solutions to multifaceted planning issues.

Business and Industry Growth

Although San Joaquin County makes up about 43 percent of employment within northern San Joaquin Valley, the number of jobs in the County grew slower than any other Valley county at 1.7 percent annually during the period from 1990 to 2007. With the anticipated influx of people, the County will need to build a reliable employment base that facilitates long-term economic growth. The focus of this goal section is to put policies in place that encourage new businesses to locate and stay in San Joaquin County.

GOAL ED-1

To maintain a thriving business community and growing economy that provides well-paying jobs, a high quality of life, and a sound tax base.

ED-1.1 County Image

The County shall continue to promote San Joaquin County among its citizens and the wider business community as a livable region and an excellent place to do business. (PSP)

ED-1.2 Sustainable Businesses and Jobs

The County shall prioritize economic development strategies, programs, and projects that attract and retain long-term, economically sustainable businesses, create sustainable sources of jobs, and provide a living wage to residents and families in the County. (PSP)

ED-1.3 Streamline Project Approvals

The County shall continue to identify and implement processes to streamline permitting and licensing procedures for new businesses that result in a net economic benefit to the County through increased tax base or job creation. (PSP)

ED-1.4 Jobs-Housing Balance

The County shall strive to improve the jobs-housing balance in the County so that more residents can live and work locally, primarily by pursuing additional jobs for the resident labor force. (PSP)

ED-1.5 Telecommunications Technology

The County shall support the development of telecommunications infrastructure and services to facilitate the use of the best available technology for business growth, agricultural and industrial innovation, and education and training advancement. (PSP)

Economic Diversification

The economy of the San Joaquin Valley traditionally has been agricultural-based, particularly in crop production, food manufacturing, and other supportive industries for agricultural industries. San Joaquin County has a similar agricultural composition; however, the County has a much more diversified economic base that provides for the potential for successful collaboration between related industry sectors. Over the past 15 years the County has moved from a predominantly agricultural economy to a more diversified economy that includes a significant trade, transportation, retail, and business services economic base. While the agricultural sector will always play a significant role in the San Joaquin County economy, it is important that the County's economic base continue to diversify its service-producing employment. The focus of this goal section is to put policies in place that encourage growth in multiple industry sectors that play to San Joaquin County's inherent economic advantages.

GOAL ED-2

To develop a diverse mix of businesses and industries and a balanced local economy.

ED-2.1 General Economic Base Diversification (SO/JP)

The County shall encourage the development of a diversified economic base by continuing to promote agriculture, tourism, and commerce, and by expanding efforts to encourage commercial and industrial development, including the development of energy resources. (PSP)

ED-2.2 Global Economic Connections

The County shall support San Joaquin Partnership efforts to grow local manufacturing and distributing businesses in the County. (PSP/IGC)

ED-2.3 Broaden Tax Base

The County shall encourage a mix of businesses and industries that broaden and stabilize the County's property and sales tax bases, provided it does not significantly impact the environment or the viability of the County's agricultural operations. (PSP)

ED-2.4 Green Economy 

The County shall encourage the development and expansion of industries and businesses that rely on environmentally-sustainable products and services, such as renewable energy, green building, clean transportation, water conservation, waste management and recycling, and sustainable land management. (PSP)

Development

If San Joaquin County is to attract new development and provide expansion opportunities for existing businesses, it must first ensure that the appropriate mechanisms are in place. Over the next 25 years the County anticipates demand for 290 acres of employment space per year. If the County is to accommodate this demand, it must ensure that suitable sites are available. The focus of this goal section is to put policies in place that create a business-friendly environment and limit the impediments to future development.

GOAL ED 3

To provide opportunities for expansion and development of businesses by ensuring availability of suitable sites, appropriate zoning, and access to infrastructure and amenities.

ED-3.1 Adequate Supply of Industrial and Commercial Land

The County shall ensure an adequate supply of industrial and commercial land is designated for future development to allow the market to continue to expand in a manner that is compatible with agricultural production and existing uses. (PSP)

ED-3.2 Considerations for New Commercial and Industrial Development

The County shall consider the following factors when reviewing proposed non-agricultural commercial and industrial development applications:

- **Access.** New developments should have ready access to major transportation corridors (i.e., freeways and State highways) to limit additional County-funded roadway development and maintenance.
- **Water.** New developments must have long-term water supplies to meet the ultimate demand of the development and surrounding area and ensure the continued viability of existing and future development.
- **Infrastructure.** New developments must contribute their fair share of adequate infrastructure and services that are sufficient to meet the ultimate demand of the development and surrounding area and limit additional County-funded roadway development and maintenance.
- **Efficiency.** New development uses should make efficient use of land within the County and limit the conversion of agricultural lands to maintain the economic viability of farms and recreational resources. (RDR)

ED-3.3 Ensure Adequate Transportation Improvements

The County shall strive to provide an adequate circulation system to support job growth and economic development, connecting critical goods movement facilities and minimizing conflict with other transportation needs. (PSP)

ED-3.4 Infrastructure Requirements

The County shall prepare for service and facility needs by coordinating infrastructure improvements with economic development opportunities. (PSP)

ED-3.5 Port of Stockton

The County shall support the development of connections between the Port and the Stockton Airport, Union Pacific and BNSF Intermodal truck to rail service, and the County's unincorporated areas. (PSP/IGC/JP)

ED-3.6 Stockton Metropolitan Airport Expansion

The County shall support efforts to expand and enhance operations at the Stockton Metropolitan Airport to create a catalyst for economic development and new jobs in the County. (PSP)

ED-3.7 Attract Industrial Development

The County shall work with the San Joaquin Partnership to attract industrial development to appropriate locations in the County. (PSP/IGC)

Agricultural Economy

Agriculture remains an economic base of San Joaquin County. Agriculture is a \$6.6 billion industry that employs nearly 17 percent of the County. However, the agriculture industry faces a regional shift towards service-based industries like trade, transportation, and retail. Keeping the agricultural industry healthy and robust will maintain San Joaquin County's growth, and provide effective and efficient infrastructure-serving agriculture. The focus of this goal section is to put policies in place that support the agricultural economy.

GOAL ED-4

To support the continued financial growth of the agricultural sector and ag-related businesses.

ED-4.1 Recognize Importance of Agriculture

The County shall continue to recognize the importance of agriculture in the County's economy and shall protect and promote its continued viability. (PSP)

ED-4.2 Vertical Integration

The County shall encourage the vertical integration of agriculture by allowing research, production, processing, distribution, and marketing of agricultural products in agricultural areas, provided such uses do not interfere with surrounding uses. (PSP)

ED-4.3 Promoting Local Agriculture Expansion

The County shall support the expansion of commercial agriculture activities, encourage the development of new agricultural support and value-added industries, and promote locally-grown commodity sales. (PSP)

ED-4.4 High-Value Agricultural Industries

The County shall encourage the development of high-value food processing industries that can lead to new markets for local products. (PSP)

ED-4.5 Certified Farmers Markets

The County shall support efforts of local communities, local farm groups, and the California Department of Food and Agriculture (CDFA) Certified Farmers Market Program to create certified farmers markets within the County. (PSP/IGC)

ED-4.6 Produce Markets and Stands

The County shall continue to encourage farmer-owned- and operated-produce markets and stands within the unincorporated communities and agricultural areas of the County that sell locally-grown farm products. (PSP)

ED-4.7 Vineyards

The County shall encourage local efforts to enhance and grow the County's wine regions and wine-related businesses. (PSP)

ED-4.8 Protect Agricultural Infrastructure

The County shall recognize and protect agricultural infrastructure, such as farm-to-market routes, water diversion and conveyance structures, airfields, processing facilities, research and development facilities, and farmworker housing. (PSP)

ED-4.9 Promote Agricultural Innovation

The County shall encourage agricultural innovation, including research and development, biotechnology, sustainable farm practices, agritourism, and nontraditional agricultural operations in order to expand and improve business and marketing opportunities for those engaged in agriculture. (PSP)

ED-4.10 Carbon Offsets

The County shall support programs and projects that would help farmers and agricultural-processing facilities provide carbon offsets, if and when new regulations require industries to provide carbon offsets. (PSP)

Tourism

Natural and agricultural resources offer a major opportunity to expand new areas of the economy while supplementing existing industries and marketing the County's unique resources and products. The County is in a position to expand tourism as an economic driver in focused areas such as the wine industry, agritourism, the Delta, entertainment, cultural events, and other authentic San Joaquin County ventures. Tourism provides an opportunity for County farmers to complement their work through additional income sources. The focus of this goal section is to put policies in place that facilitate growth in the tourism industry.

GOAL ED-5

To provide a variety of tourism opportunities to market San Joaquin County as a tourist destination and expand the local economy.

ED-5.1 Agritourism

The County shall encourage existing and new agritourism opportunities provided they are associated directly with surrounding agricultural products and are secondary and incidental to the areas agricultural production. (PSP)

ED-5.2 Local Winery Awareness

The County shall encourage local efforts to raise awareness of the County's wine regions among individuals in the wine trade, media, and wine consumers. (PSP)

ED-5.3 Recreation and Ecotourism

The County shall promote recreation-based tourism and ecotourism in the Delta, along County waterways, and in other open space areas of the County, provided such activities do not expose private property or agricultural equipment to trespassing or vandalism. (PSP)

ED-5.4 Outdoor Recreational Venues

The County shall encourage the development of outdoor recreation facilities and venues in the Delta, along County waterways, and in other open space areas of the County to support biking, hiking, horseback riding, camping, bird watching, hunting, and fishing. (PSP)

ED-5.5 Heritage Tourism

The County shall encourage programs that promote the history and culture of San Joaquin County to increase heritage tourism opportunities. (PSP)

3.1 SAN JOAQUIN COUNTY **GENERAL PLAN**
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